

# FLEISCHER'S ANIMATED NEWS

VOL. I. NO. 12

NOVEMBER 1935

10 CENTS.



BOB COLE



# The Editor Sez

## THANKSGIVING

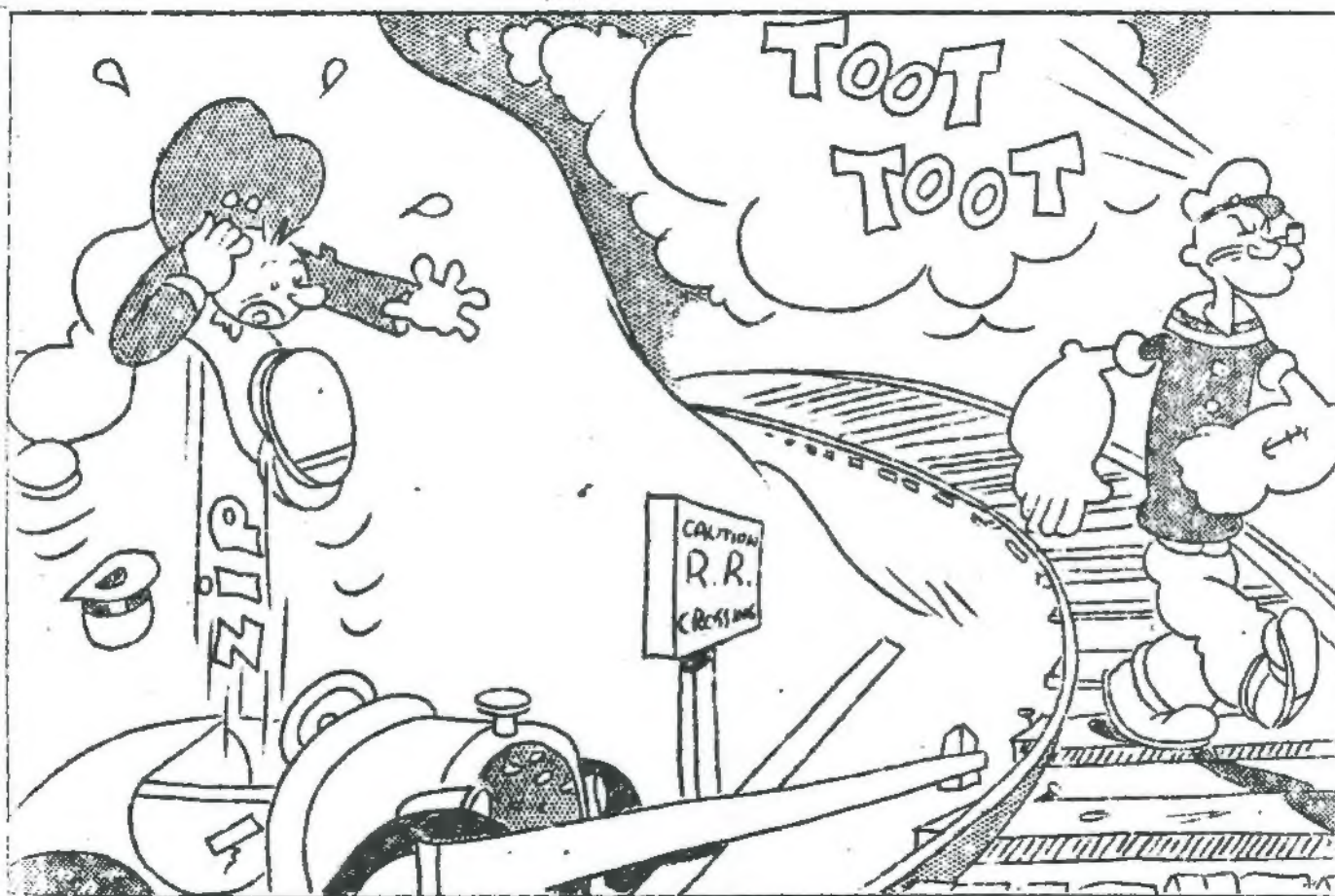
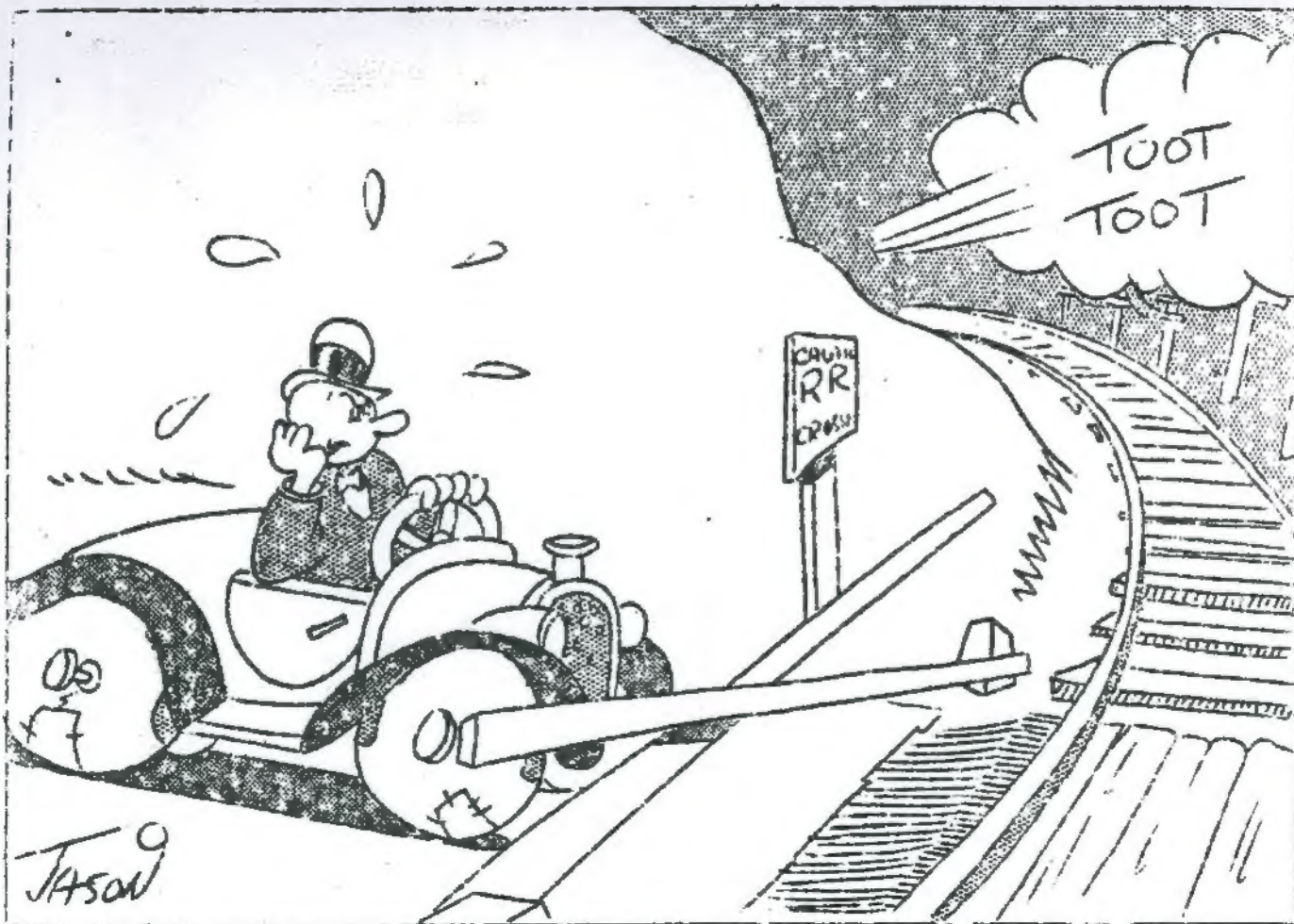
This time of year it is always customary to say something about Thanksgiving Day. In these times most of us associate it with football and turkey, which after all isn't so bad at that. We all know that the Day has a deeper significance and it is a good idea that once a year we set aside a day for retrospection, and think back on some of the things for which we are grateful, even if we only single out one thing for which we are grateful, it is an exercise of a thought which will bring good results.

Although every European country and many savage and barbarous tribes in every part of the world celebrate in some way the harvest season, Thanksgiving Day is typically an American institution. The Pilgrims celebrated the first Thanksgiving Day as a mark of gratitude for having come through the first year of their trials safely and for a bounteous harvest. Thanksgiving Day has a certain religious significance, unencumbered by petty considerations of race, creed or color. Abraham Lincoln, as President of the United States, was first to proclaim it a legal holiday, to be celebrated on the fourth or last Thursday in November.

The animated cartoon industry, in fact the whole motion picture field has a great deal to be thankful for this year. It has made great technical strides, the quality of work and the product has improved. Even under the pressure and stress of the depression, the industry moved ahead and in many quarters production increased. Paradoxical as it seems, the attendance at moving picture houses increased. When many industries lagged behind or dropped out entirely, the motion picture industry moved ahead. In fact it can be said that the animated cartoons progressed more during the depression years, than at any time previous, and is still progressing. If for nothing else, we can be thankful for this.

There is scarcely anyone in the world who cannot find something to be grateful for. Even we are a bit thankful that this article is finished, but we hope the reader will give a thought to Thanksgiving Day and will benefit by the exercise of at least one thankful thought.







# TINY TYPES

by Roberta



MAE SCHWARTZ is a native New Yorker by birth. She attended Public School #2 and the Hebrew Technical School for Girls. It was during these early days of Mae's life that the ambition to go on the stage took hold. (Brights lights, eh!) She studied tap dancing and at the tender age of eight had several stage appearances to her credit. Later on, Mae developed a lazy streak and the bright lights did a fade-out.

Mae came to the Studio five and a half years ago, in the capacity of a stenographer and switchboard operator. At the present time she is Dave Fleischer's Assistant Secretary, part of her work is scenario dictation and typing. Mae also does the secretarial work for Timberg Offices, Inc., which by the way, is Sammy Timberg's and Dave Fleischer's organization. She has also worked in the planning department. Previous to coming to the Studio Mae worked in a law office.

Mae smokes Marlborough ivory tipped cigarettes, the ivory tips prevent the paper sticking to her lips. She is fond of reading any good book but finds little time to give to this pleasure. Mae is extremely fond of lamb chops, nice thick ones sizzling hot from the grill. She is also fond of dogs, but not hot ones with mustard.

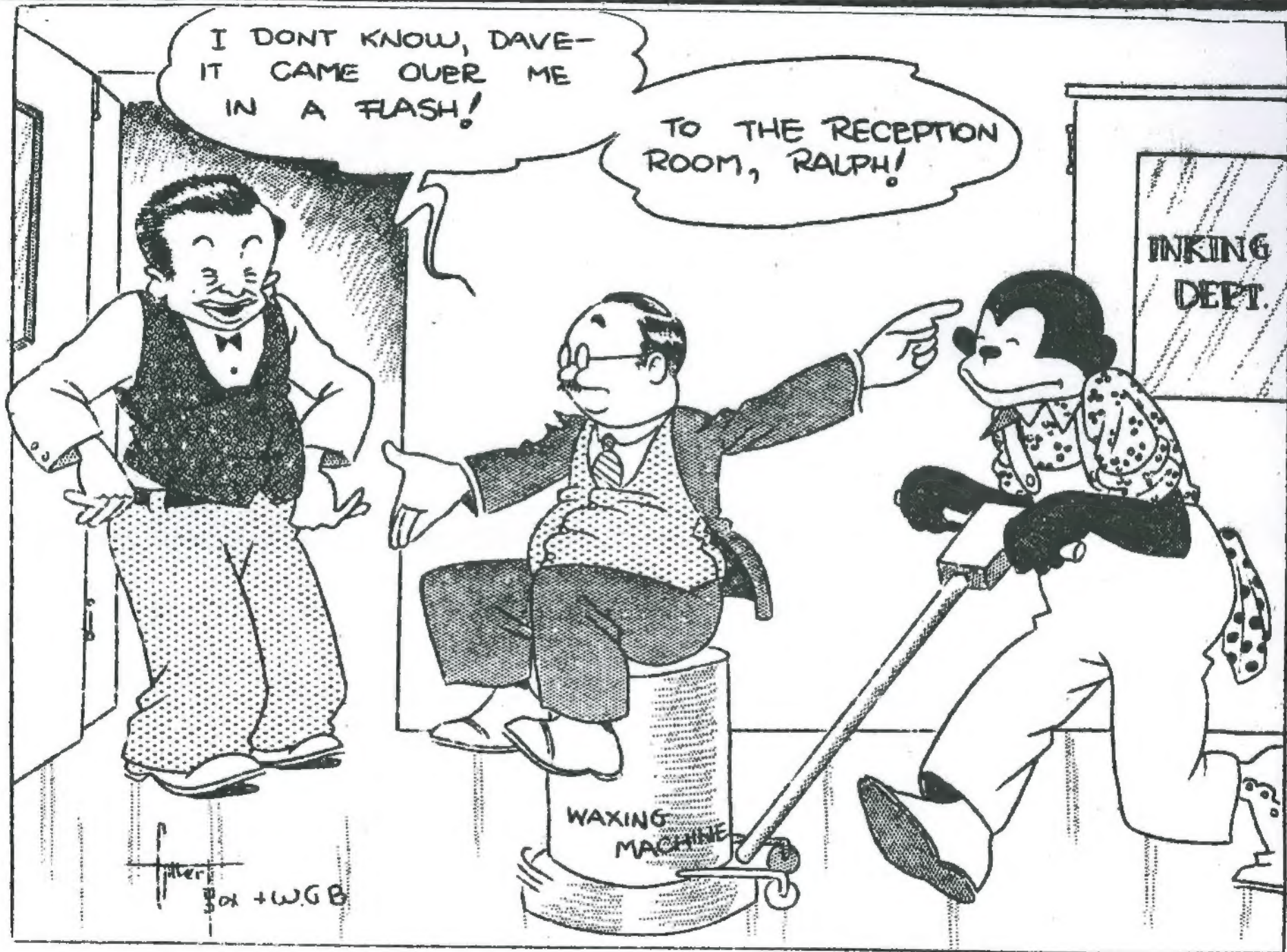
Mae is very neat, her personal appearance conveys this quality. Black seems to be her favorite color in dress. Her red hair, tends toward the coppery tint which gives her an exotic air. She uses mascara freely and heavily and is never without it except when she retires. Her eyes are brown or green, depending on the light or what she is wearing as a color combination. She is 5 feet  $3\frac{1}{2}$  inches tall and if the scale is right, it should register 112 pounds.

The rose is Mae's favorite flower. Her hobby is collecting antique rings. This collection has some very lovely specimens of antique craftsmanship. Mae is also fond of large examples of costume jewelry, and is seldom seen without a bracelet or some do-dad of this sort. She'd feel undressed without it. She is fond of swimming and dancing. Mae has a pet superstition and will not go for three on a match. True to the red head type, she has a temper which is quite well hidden, but can be aroused into a fine tempest if there is an occasion for it. On the other hand, she is rather quiet, very pleasant, and not the talkative type. Mae averaged ninety percent in a recent psychology test.

Mae says she doesn't sing, but perhaps she doesn't mind being sung to, by the right one and at the right time. She likes boys, but is selective, preferring quality to quantity.

She considers pajamas as THE thing for a sleeping garment, and uses them to the exclusion of all other slumber suits.





I DONT KNOW, DAVE-  
IT CAME OVER ME  
IN A FLASH!

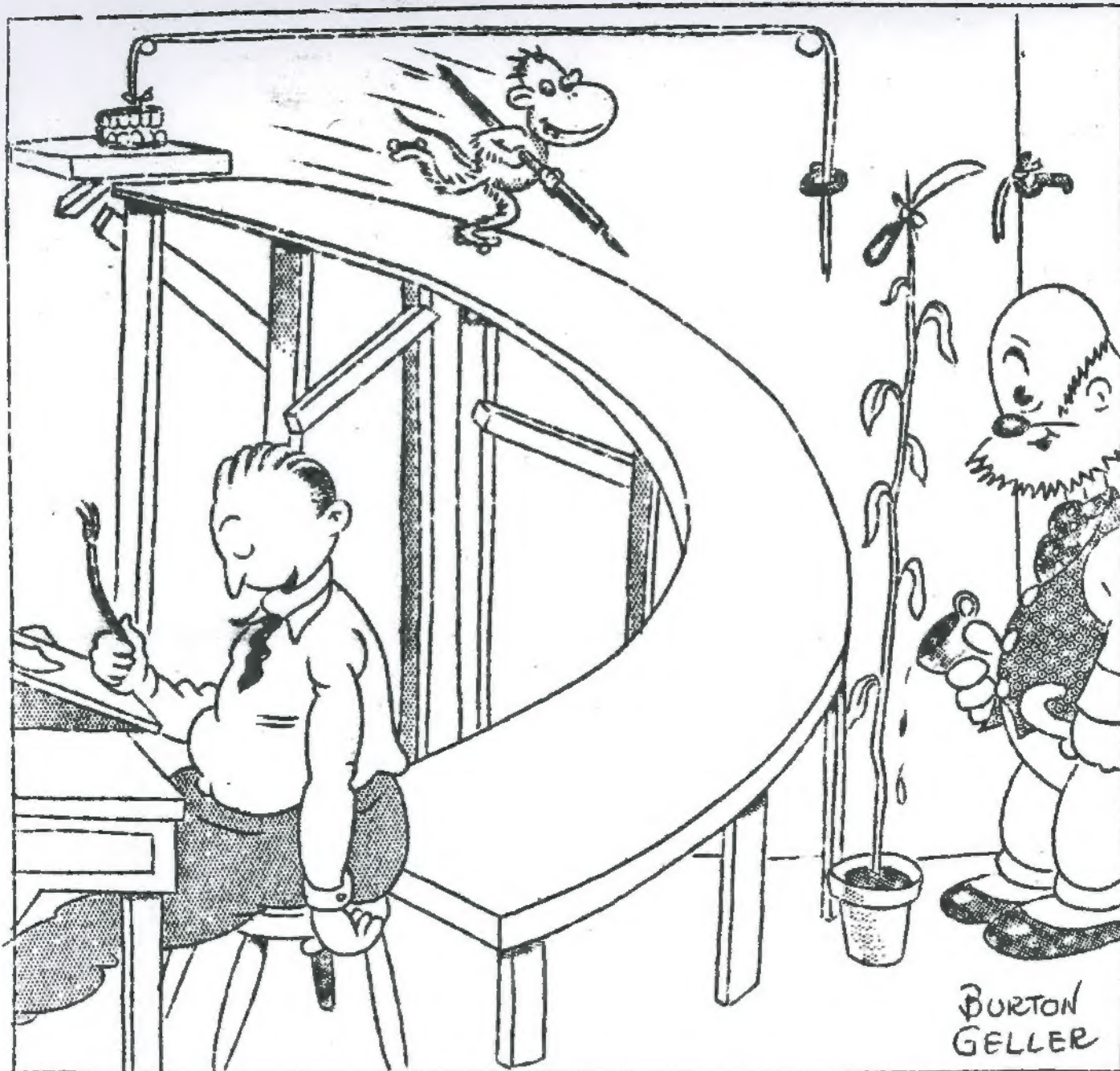
TO THE RECEPTION  
ROOM, RALPH!

INKING  
DEPT.

WAXING  
MACHINE

WGB





## HOW TO WAKE UP A SLEEPY OPAQUER

"Grampy" waters plant. Plant grows up and knife tied at top cuts cord. This shuts false teeth on tail of trained monkey. Monkey wakes up and comes down slide on roller skates, armed with pen. Penpoint meets sleeping opaquer. Opaquer is soon wide awake Repeat several times for best results.



# TENTYPE

by Roberta



MORRIS FLEISCHER was born in New York City. Not so many years later his family moved to Indiana and then to Texas. Morris attended Public School #64 in New York City and graduated from Dallas High School. As a child he wanted to be an architect, in the meantime he sold papers and later approached his ambition by studying mechanical drawing which undoubtedly is an asset to his present work in the machine shop.

When the World War reached the United States, Morris sold the enlistment officers the idea that he was a good mechanic. He omitted telling them that his experience was confined to puttering around his cousin's car. After three months training, he was admitted into the aviation service as a mechanic and made good at Kelly Field, San Antonio, Texas. He is still a United States Government licensed mechanic in good standing.

Morris' big ambition in life was to fly the Atlantic with Richard Byrd, on the historic flight. Although he was not granted this wish, he prizes Byrd's letter to him explaining the refusal. The berths had already been filled before Morris' application was received. He still keeps up an active interest in aviation, in fact it is a hobby along with his interests in all sports. And speaking of sports, when Morris was in school in New York, he and his friend were known to the handball fans as Fancy #1 and Fancy #2, Champions of the Greater New York Schools.

Besides an interest in sports he enjoys the theatre and the movies. Eating also has considerable interest for Morris. He enjoys all foods and spaghetti tops the list, the longer the better. He doesn't drink much except an occasional glass of beer. He gave up smoking almost two years ago. He is not fond of reading but manages to glance through a daily paper. Likes blues, grays and browns in clothes. Has a variable taste in ties, (neck, not railroad). He is 5 feet 6 inches in height, brown eyes, and his brown hair is a wee bit streaked with gray. Morris travelled for thirteen years dispensing ladies ready to wear garments, which might explain why he isn't married. He admits he is superstitious and dislikes the number 13 and black cats, especially black ones coming out of graveyards on black nights at midnight.

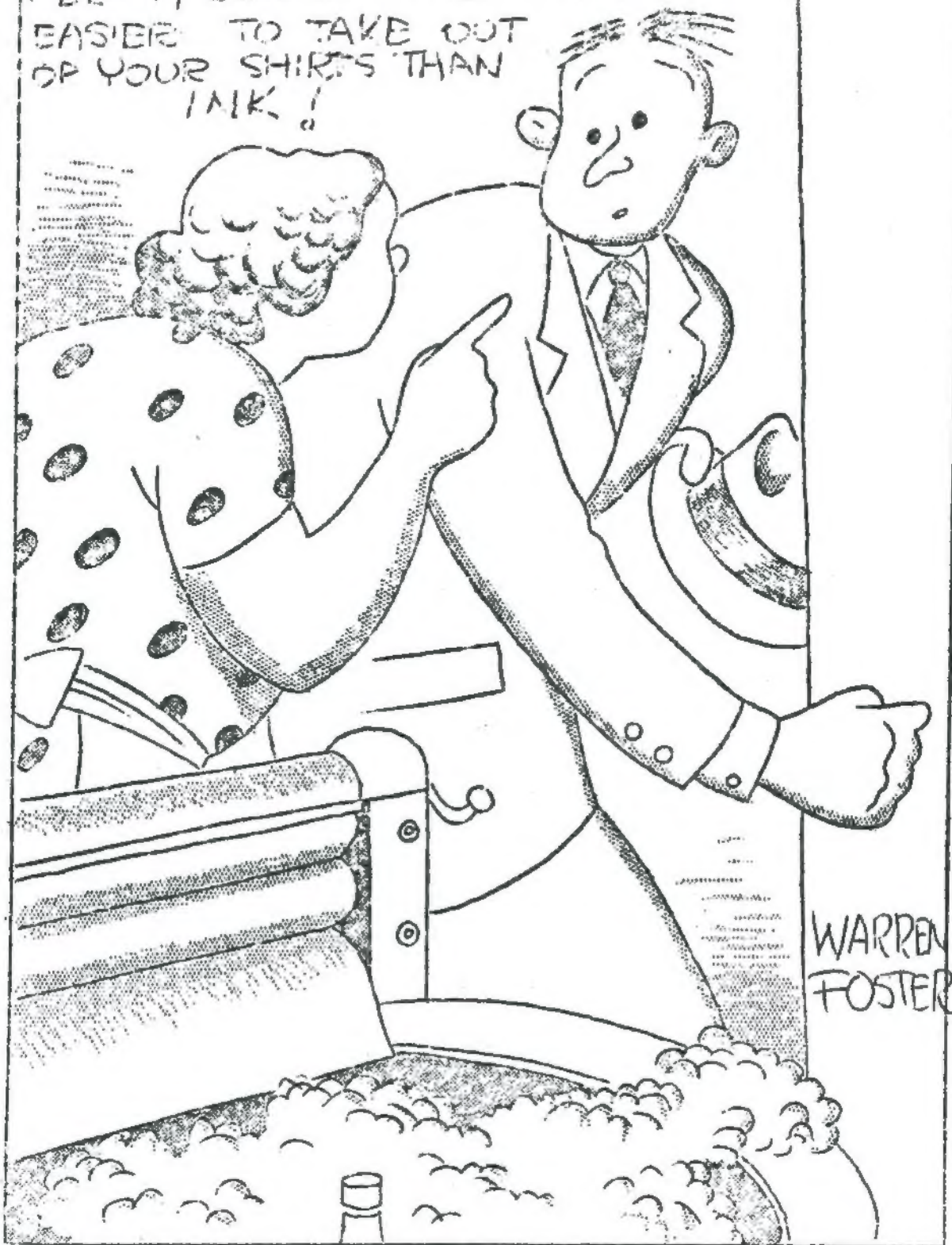
Morris says he likes regular sleep, perhaps meaning that the usual eight hours is sufficient and confides that he thinks he snores, but never woke himself up to find out. He also mentions that he has no moles, which is a relief, because they might keep him awake.

He is very fond of dogs, but doesn't have any, other than the ones he keeps in his shoes.

Morris is a cousin of the five Fleischer brothers here in the Studio, making it a sextette which goes the Dionne ensemble one better.



TRY TO GET BACK IN THE OPAQUE  
DEPT, SONNY THE PAINT'S  
EASIER TO TAKE OUT  
OF YOUR SHIRTS THAN  
INK!





## PLANNING

By Jeff Price.

Planning is perhaps one of the most difficult processes, in the making of animated cartoons, to explain in writing. One would have to see the actual work to know what it is all about, however the following will give some idea of what a planner actually does.

In planning, a scene is separated into top, middle and bottom cels and occasionally top top or bottom bottom cels. The first thing that is done is to decide how many cels are to be used for each exposure throughout the scene. If one cel is used throughout the entire scene, it is made a one cel scene. If two cels are used it is made a two cel scene, the same method applies to a three cel scene.

The average scene is a three cel scene, being separated into top, middle and bottom cels, should there be an occasion for four cels, it is then that the top top or bottom bottom cels are used. Knowledge of perspective is essential in determining top, middle or bottom cels. A simple example would be, a figure in the background would be on a bottom cel whereas a figure in the center would be a middle cel and the figure in the foreground a top cel. (Simple isn't it. Oh yeah)

The positions of the cels are determined by reading the exposure sheets for each scene, and placing the cels on the pegs according to the exposure sheets. A background is always used with each scene. When the cels are placed on the pegs, the planner notes the position of the characters. Should a character go behind an object that is on the background, (such as a house or tree) the cel is matched to the background. Sometimes a character on one cel will also require matching to a character or object on another cel.

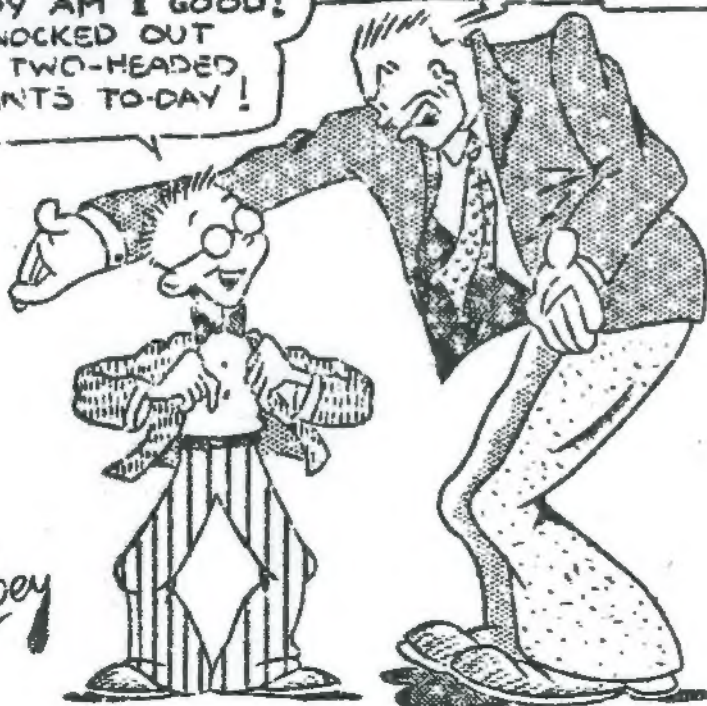
Also in planning, the repeat cels hook-up cels, etc. have to be checked. D'ya still wanna be a planner?



# BEHIND THOSE CLOSED DOORS MARKED 'INKING DEPT.'

BOY AM I GOOD!  
I KNOCKED OUT  
50 TWO-HEADED  
GIANTS TO-DAY!

THAT'S NOTHING... WHY I  
KNOCKED OUT 60 TIGERS,  
THIS MORNING ALONE!



- INKERS CONVERSATION -

WE HEAR MOST...

"WHO'S GOT THE TAPE?"

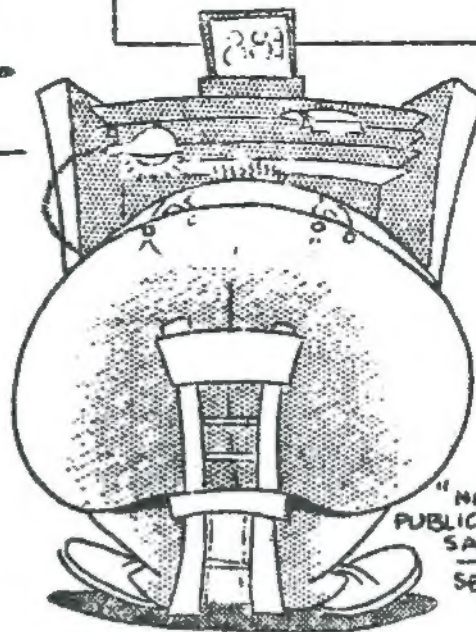
"C'MON WHAT D'YA  
SAY, IT'S NINE O'CLOCK,  
(BILL KLOP)

BUT IT'S ABOUT  
THE WORK, AARON"  
(FLORENCE AND SYDELL IN  
A HUFFLE)

"NEW CELLS, AARON?  
(ALL OF US)

"NUTS!" (SOPHIE)

AND LILLIAN'S HORSE  
CACKLE



LATEST PORTRAIT OF  
MILTON "FAT BOY" NADEL  
ACE INKER

SEE  
YOU!  
SUE ME

CALLING IZZY'S BARBER!  
CALLING KITTY'S SISTER!

"SINCE WHEN ARE THEY  
WORKING HERE?" SAYS SAM ROBINSON

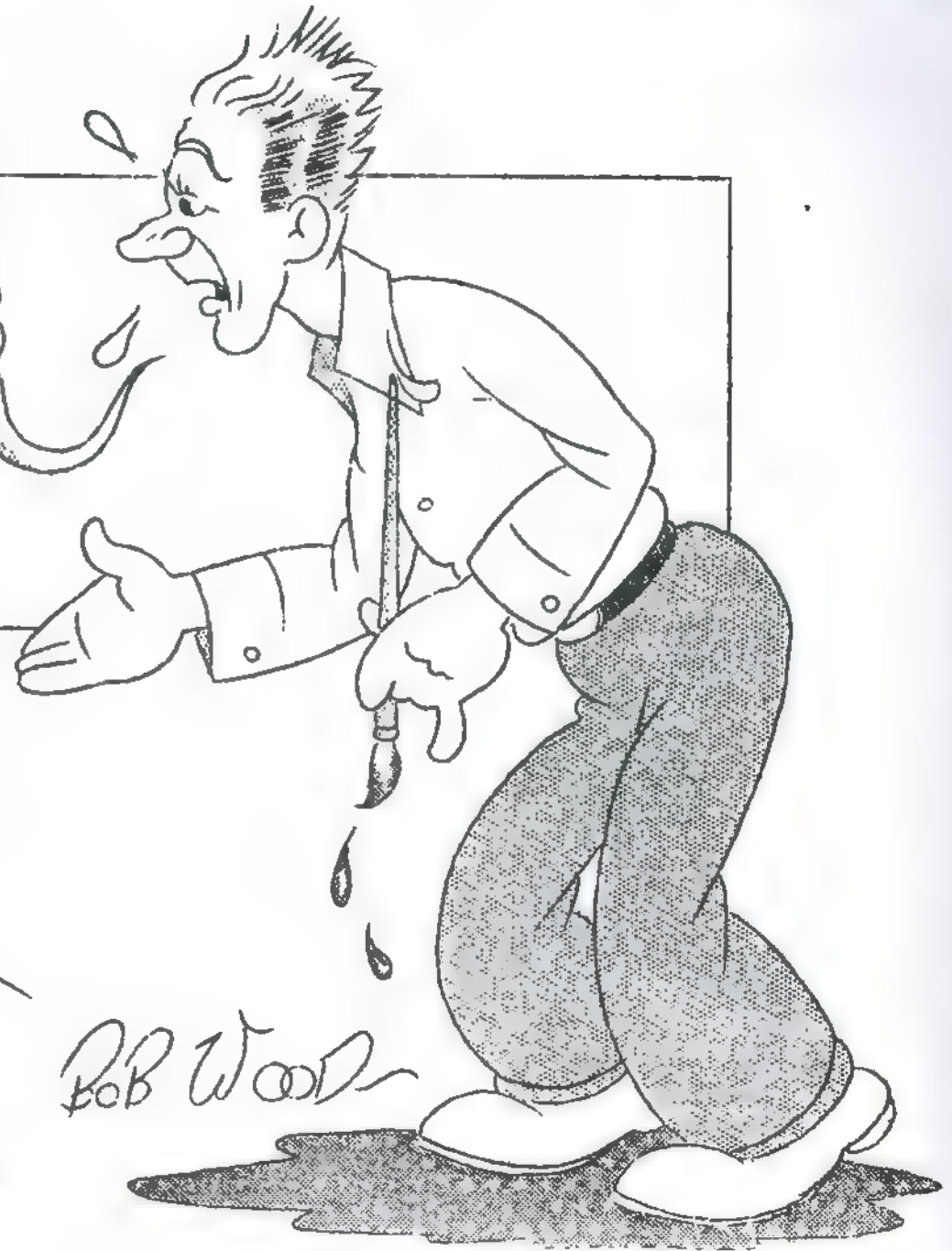
SEE SONNY, IF YOU EAT  
ALL YOUR SPINACH YOU'LL  
GROW UP TO BE BIG  
AND STRONG LIKE  
POPEYE



BAH! I'D RATHER  
GROW UP AND BE  
LIKE CLARK  
GABLE:



PLEASE HENRY,  
COULDN'T YOU  
SORT OF CHANGE  
THE COLOR OF  
YOUR BLOUSE?





# *Lillian Friedman's* PREVIEWS...

## MEMORIES

### Animation by:

William Henning	Abner Kneitel
Doc Crandall	Dave Hoffman
Seymour Kneitel	Eli Brucker

### Scenario by:

Story Dept.

This is a sweet sentimental picture, very realistic in treatment and theme. A loving old couple sitting in rockers by the fireplace, take pictures from an old album and look at them through a stereoscope. Their life passes in review, the sound of the hurdy-gurdy, the kids playing London Bridge, the bashful courtship of the boy and girl, the Bowery dance, the outlandish and out-moded bathing suits and the introduction of that roaring upstart, the automobile.

The surprise of the picture is saved till the end when the camera recedes from this warm sentimental nook, revealing an ultra ultra modernistic home.

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## TOPSY-TURVY THEATRE

### Animation by:

Tom Johnson  
Don Figlozzi  
Tex Hastings

### Scenario by:

Story Dept.

Tom Johnson's first picture as a group head, introduces Whiffle-Piffle, the screwiest character that ever skoddled across Fleischer's Screen.

Off to a good start, with a dirigible labelled "Portable Theatre Co." dropping ready-made theatres down on empty lots, the picture scampers through a series of funny situations. High-lights: Whiffle-Piffle pressing lever for paper cups and getting water squirted in his face. Paper cups pouring out of water fountain. Whiffle-Piffle running over heads of audience looking for a seat.

Incidentally, this is a screen song cartoon, the song being that lovely melody, "I Wished on the Moon" played by Abe Lyman and his band.

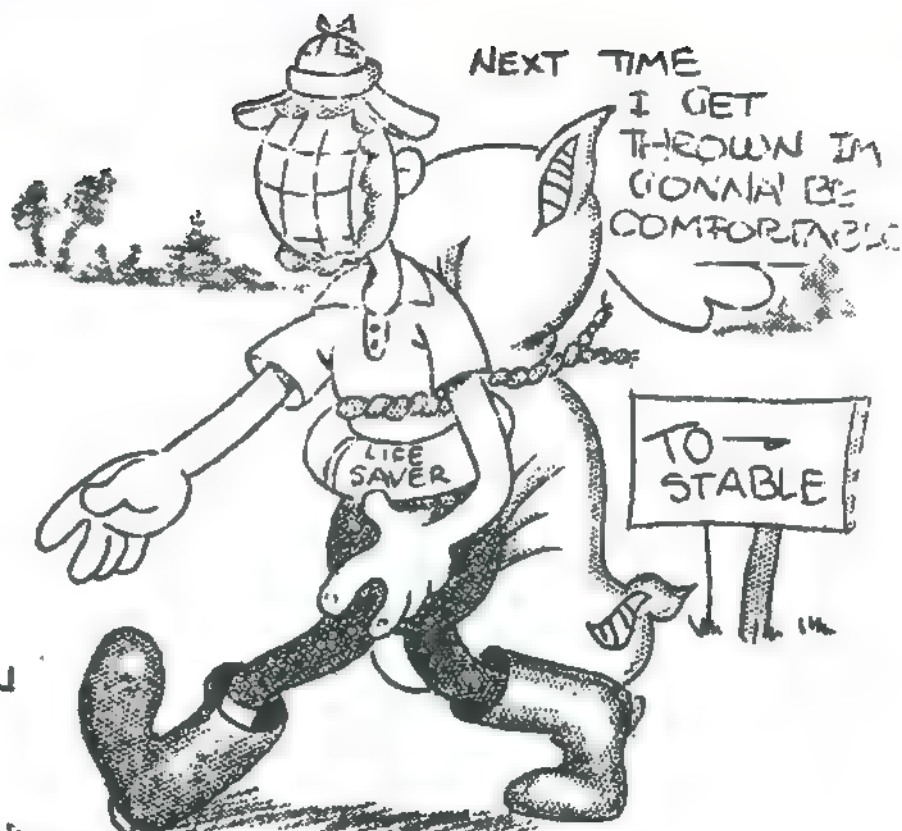




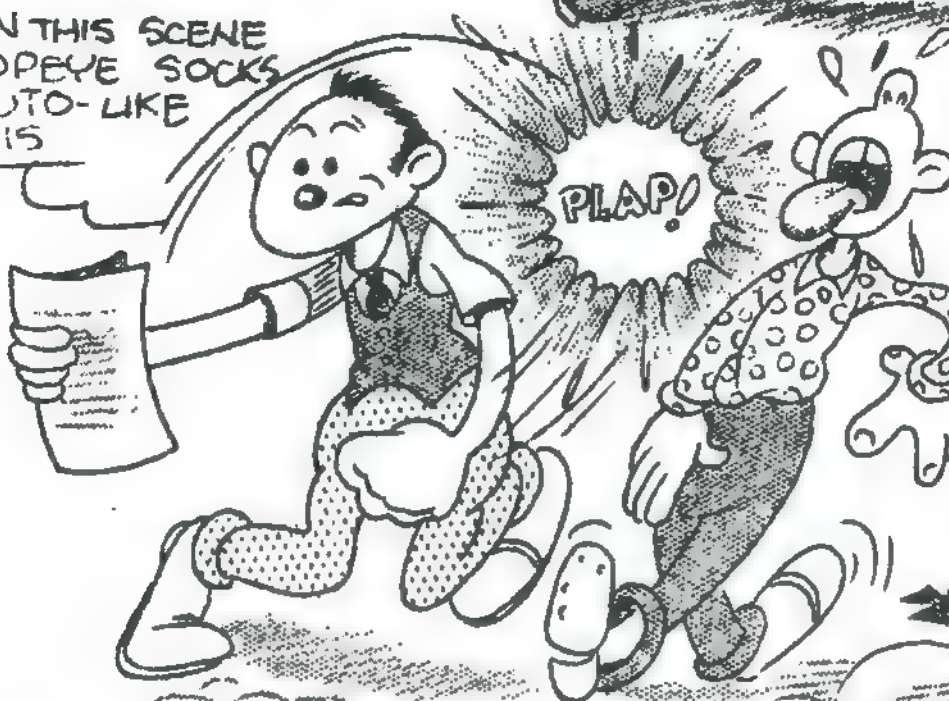


# HALES OF THE MAY MILTON NADEL

BILL VANDEVEER  
WAS THROWN TWICE  
WHILE RIDING LAST  
SUNDAY AFTERNOON



IN THIS SCENE  
POPEYE SOCKS  
GLUTO-LIKE  
THIS

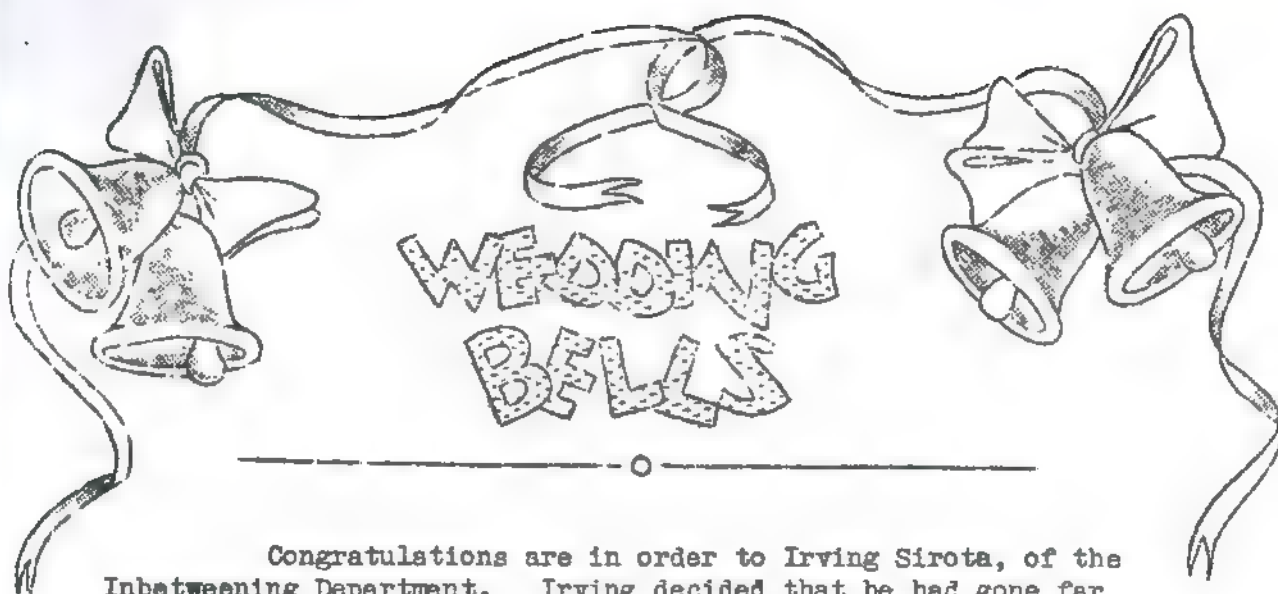


A  
CCORDING  
TO A NEW  
RULING THE  
ANIMATORS  
HAVE TO  
EXPLAIN  
THE ACTION  
OF A STORY  
TO THE  
DEPARTMENT  
HEADS

WILLARD  
BOWSKY  
Flew FROM  
N.Y. TO  
TEXAS ON  
HIS WAY TO  
THE COAST







Congratulations are in order to Irving Sirota, of the Inbetweening Department. Irving decided that he had gone far enough on the single path of bachelorhood. He convinced Miss Esther Zolotsky to say "I do" and Irving promised in like manner, on the ceremonial date of November 2nd, 1935, in Brooklyn, New York. The honeymoon plans are being kept a deep secret. Irving says Mrs. Sirota and he, will make their home in Brooklyn.

The couple have the very best wishes of the Fleischer Studios employees and the Animated News.

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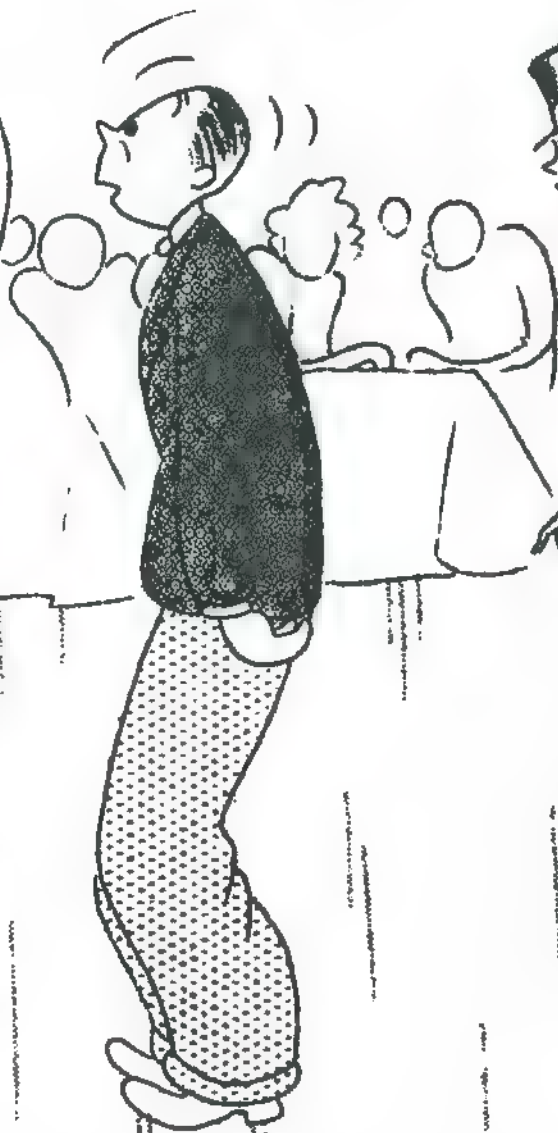
Lillian Friedman, of the Animation Department, in fact the only girl animator in our studio, will marry Mr. Nat Astor, on November 10th, in Brooklyn. The wedding will be a private affair, with only the immediate families present. There is no information being put out, as to where the honeymoon will be spent. The week that Lillian will take off from the Studio, will be a total eclipse as far as information as to her whereabouts are concerned. The couple will live at that bride's home temporarily, before taking up housekeeping in a serious way.

On October 19th, her friends in the Studio gave Lillian a surprise shower at Chin's. The employees of the Studio and the Animated News wish the couple much happiness.





"SO! YOU TOOK THE  
WRONG DOOR FROM  
THE FLEISCHER  
FIRE DRILL AND  
BROKE UP THE  
HOLLYWOOD FLOOR  
SHOW!"



WARREN  
FOSTER.



FLEISCHER'S EVER ALERT  
OPAQUING DEPARTMENT DEVISES  
A NOVEL METHOD OF TAMING  
THE VICIOUS SLIDING CELL—



BOWSKY + HILL



# The RAMBLING REPORTER



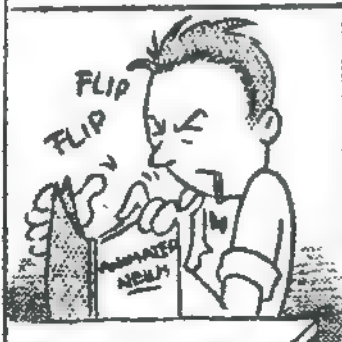
What is the first thing you turn to when you get your copy of the Animated News?



**Kitty Pfister:**  
"The Tintypes, because I like to see what people want told about themselves. I think they are interesting to read. Then I read Studio Lane for the 'dirt'".



**Joe Fleischer:**  
"I read the paper from cover to cover, turning to no one particular article first. Why do you always ask the person you tintype, what sort of reading material they prefer?"



**Doc Crandall:**  
"The cover always interests me. Then I flip the paper for action, next I look for something dirty. P. S. Not that I don't read it and like it."



**Mary Jones:**  
"To tell the truth I read each sheet as it is sent down to Sam. I look at the pictures first, because I love pictures, then I read Studio Lane. I also take the paper home to Freddy."



**Joe Deneroff:**  
"The first thing I read is the Editorial. I think they are good. The cartoons are my second choice and then the Tintypes."



**Seymour Kneitel:**  
"The cartoons are what I look for first. Then I usually read from the cover to the end. Ask Bill Henning what he has to say."



**Nelly Sanborn:**  
"I always look for some sort of an announcement. Then I read the Tintypes. I find it interesting to know about people I like and it adds a personal touch. Perhaps the principle is curiosity. Least of all, I like the cartoons."



# Betty Boop <sup>thru the</sup> Ages



Mina Williams



## DIZZY DEFINITIONS

By Harold Kaeppel

EVANS----- An angel's home.  
BOWSKY----- Noise made by a Russian dog.  
GETZ----- Gangsters shoot with these.  
SESSA----- Sharp instrument used for cutting.  
SOLOMON----- Not gay, sad.  
PINELI----- Has a brother named Tim, who writes songs.  
KRAWITZ----- Two pints make one of these.  
BIDA----- Something to clean a carpet with.  
SANBORN----- This is usually acquired at the beach each summer.  
HALLIDAY----- Day set aside for enjoyment.  
PFISTER----- Past participle of the verb fast.  
BEARENS----- These burn out on a car.  
VERNICK----- A jury's decision.  
HILL----- Back part of a shoe. O'Sullivan makes good ones.  
PILONE----- A sausage.  
MALTESE----- Make mine a chocolate one.

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Modern Mother Goose.

By Ellen Jenssen.

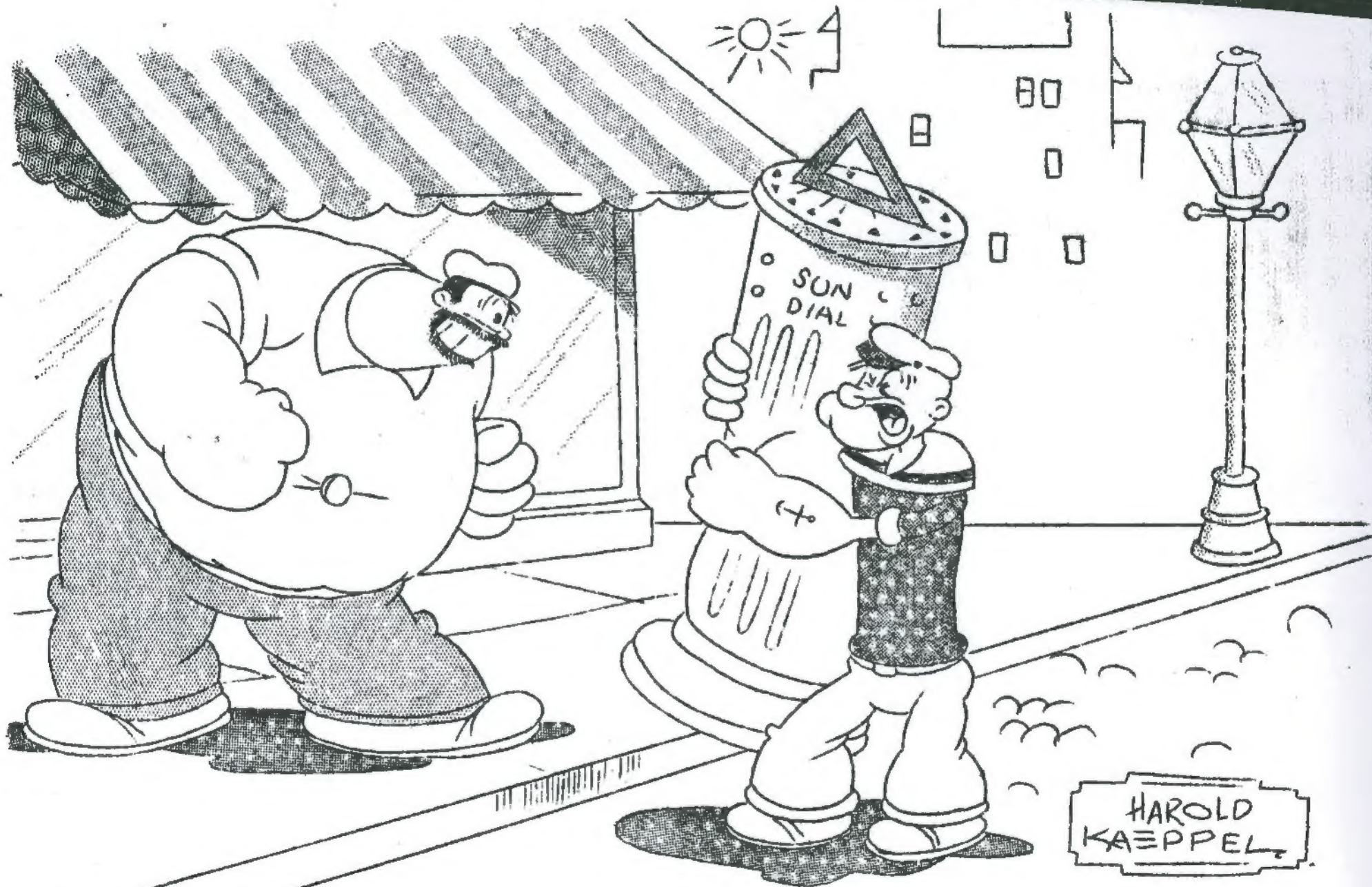
Betty Boop could eat no fat,  
Popeye could eat no lean,  
And while they argued back and forth,  
Wimpy licked the platter clean.

Modern Mother Goose #2.

By Edith Vernick.

Three blind guys, three blind guys,  
See how they run, see how they run,  
They inbetweened all day and night  
They worked and worked with all  
                  their might,  
That's how they lost their sight,  
Three blind guys.





"I USES THIS WHEN ME WATCH IS GETTIN' REPAIRED"



# DO YOU KNOW THAT...

by Jack Rubin



HAROLD

**WALKER**

WAS A MARATHON  
WALKER IN 1919



HARRY  
**LAMPERT**

USED TO  
BE A BUTCHER'S  
HELPER



SID

**PYLE**

RACED MOTORCYCLES  
AT BROOKLANDS TRACK  
ENGLAND BEFORE COMING  
TO THE UNITED STATES



DEBBIE  
**LUSKERMAN**

WAS A RADIO  
PERFORMER AT THE  
AGE OF 5



# DOWN THE STUDIO LANE

Wonder if Johnny Burks can bake a cake that will look as good as the one he made out of plaster for the Dreamland picture? Pauline Kaufman has shed her slave anklet. No wonder she caught a cold. Larry Lippman and Janet Fay are BLAZING. Marian Halse has two first prizes in the raffle to her credit. Harold Abbey of the inking department would like veddy much to crash in on a certain animator's popularity with a certain blonde inker. Who thinks Graham Place resembles Bing Crosby? Rose Schulman and Joel Clive, two of our newies, are that way. Ellen Jensen is a firm believer in "a chicken for every pot". Nellie Sanborn was separated from a tooth a week or so ago.

Joe Fleischer has some back numbers of the Animated News for sale. Three for a quarter, Joe? Have patience Mr. Kibit Sir, 'tis a virtue that has its reward. Mabbe in the December issue, who can tell. Thanx a lot, anyhow, for your note and who the devil are you? Doris Poury is again receiving orchids from that mysterious "Fleischerito". She thanks you muchly. Who just achos for a smile from Arthur Grogin? Millie Figlozzi has been holding hands again... this time it's with George Withers. Anyone looking for a choice bit of dirt will find it on Paul Sharp's upper lip. (Hope he hasn't gone and shaved just as this is going to press.)

Edith Vernick and Teddy Vosk have phfft. S'matter Eddie Nolan - don't you know your own wife? Joe Oriolo buys drinking glasses for Holan Kirsh. We spotted Wanda Silvey, Vita Fischman, Neil Sessa and our staff artist, Gilbert Fox, forming a quartette for luncheon t'other day. Betty Meininger, our flying opaquer, and Paul Pankerton are across the table-ing. Paul, by the way, has a picture on his desk from Toby Wing, of the flickers, autographed to him: "To Paulay, Waulsay, from Toby Woby". Marianna and Tom Johnson have seen the Rodeo 'steen times. Eli Levitan wants to be an opaquer again... and no wonder - with such surroundings!!

Is it love light we see in Herbert Goldberg's eyes when he is with Selma Rosen? Gee, Willard, we didn't know you could blush. Sydel Solomon is all curious about that silent admirer. Wonder why Izzy Sparber causes such excitement amongst the feminine members each time he visits the 8th floor? John Pierotti has a new decoration for that very offensive pipe. And a very fitting decoration at that. Is Dominick Campanella casting glances at one of the lovelies in the stooey? Ditto for Milton Pine? Leah Berlinger is taking to sculpting. Those funny noises on the 8th floor come from Mina Williams and Frank Paiker ... sometimes in solo and sometimes duet. Lisel Howson is kept more than busy trying to identify the owner.

Who thinks Florence Kraemer resembles a bunny rabbit? Milton Nadel is "Curly Top" to Selma Rosen. What 10th floor Romeo sends candy each afternoon to an 8th floor Juliet? Did you ever see Mera Rutchek without a cigarette? Which one of our newcomers, on seeing Marilyn Werner in the elevator, thought she belonged to the Hollywood Restaurant Ensemble? Beatrice Cypert and Paul Sharp are 7th Avenue strollers. What's in all those notes that are being passed around? Who gives a friendly squeeze to whose hand each time he passes her desk?



Who in the Inking Department answers to the name of Sir Galahad, although he resembles the late Louis Wolheim of the flickers? Jack (cultured voice) Mercer has to take a day off to clip his crowning glory. Willard Bowsky returned last Tuesday from a jaunt across the continent. He spent part of the trip in the clouds. Helen Kirsh is gonna carry an autograph book around with her, she has been seeing so many celebrities lately. Some people have that sort of luck. Milton Nadel, curly topped vagabond of the celluloid engravers sent one of his masterpieces to Betty Maininger, 8th floor eagle. A pierced heart bearing his initials and hers graced the cover. Looks like Betty has all of the boys "up in the air."

Herbert Goldberg of the office staff is squiring one of the lovelies of the Tobacco Road show. He's a cousin of Al Singer, former lightweight champ who is in the midst of a comeback. Which one of our darker opaquers tries his line on all the girls? Do you want to glimpse your favorite radio performer in action? Ask Myron Rothman, he may be able to oblige. Janet Fay spent a week at the nation's Capitol recently. She tried to snake hips her way into the White House. Don Figlozzi's pipe collection celebrated a blessed event. It's a cigar shaped pipe, giving one the impression that Don has gone in for cigar smoking. Aw gee! Marcella let us mention your name just once.

Credit Ellen Jonsen with this quip:

1st Opaquer: - What kind of a hat is that?

2nd Ditto : - This isn't a hat, - it's just the feeling you get.

Sydel Solomon, our one time torch bearer, has started an anti-something league. See her for details. 'Tis for gentlemen only! William Henning has been wearing a tie which caused some of us to bowl over. While on the topic of bowling, watch for a clever column by Popeye in the next issue. "Well bowl me down." Frank Paiker has his eye on that cup that Charlie Schettler holds. Did Lillian Levine call you "Toots" too? Ask Dominick Campanella of the background washers to show you his signature. What accounts for Sophie Korff's sudden rise in popularity? This needs looking into.

Lillian Friedman will acquire the unique distinction of being the only married woman animator in the world, within 48 hours. There's another femme cartooner on the coast, but she's unmarried as yet. Lillian will continue flipping the sheets after settling in her romanshion. The show must go on! Ask Ellen Jonsen to give you her imitation of Charles Laughton. It's so good, it's better than Laughton. Larry (Barrymore) Lipman's new shirt has a collar which reaches way down to here. Herman Cohen, littlest of the animators had the biggest feeling, due to screen credit in one of the latest Betty Boop releases. Popeye the Sailor meets Sindbad the Sailor, Fleischer's 1935 special, although still in production, is scheduled for release too soon.

The Animated News will light a birthday candle with the next issue..... Beatrice Davidoff and Dorothy Schultz has pfft. Helen Senzon says her husband DID NOT break her finger. Beatrice Skolnick and Leon Jacobson, (he uses the tag Jason) are putting their heads together. The coming issue will show the results of the "two heads are better than one."